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an intelligent controller having associated therewith a means for accessing said programming material in response to receiving said coded signal; and a display unit for presenting said programming material.

169. A system as defined in claim 168 wherein said at least one machine recognizable feature has associated therewith a data link which is recognized by said recognition unit.

170. A system as defined in claim 169 wherein said data link comprises an image data link.

171. A system as defined in claim 169 wherein said data link comprises a video data link.

172. A system as defined in claim 169 wherein said data link comprises a programming data link.

173. A system as defined in claim 169 wherein said data link comprises a sound data link.

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174. A system as defined in claim 169 wherein said data link comprises an online data link.

175. A system as defined in claim 169 wherein said data link comprises a online shopping data link.

176. A system as defined in claim 169 wherein said data link comprises a pictorial data link.

177. A system as defined in claim 169 wherein said data link comprises an electronic data link.

178. A system as defined in claim 169 wherein said data link comprises an electronic media link.

179. A system as defined in claim 169 wherein said data link comprises an "information superhighway" data link.

180. A system as defined in claim 179 wherein said "information superhighway" data link comprises the internet.

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181. A system as defined in claim 179 wherein said "information superhighway" data link comprises the world wide web.

182. A system as defined in claim 179 wherein said "information superhighway" data link comprises a computer network.

183. A system as defined in claim 179 wherein said "information superhighway" data link comprises an ISDN network.

184. A system as defined in claim 179 wherein said "information superhighway" data link comprises a telephone line.

185. A system as defined in claim 179 wherein said "information superhighway" data link comprises a CATV line.

186. A system as defined in claim 179 wherein said "information superhighway" data link comprises a local area network.

187. A system as defined in claim 179 wherein said "information superhighway" data link comprises a wide area network.

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188. A system as defined in claim 179 wherein said "information superhighway" data link comprises a data communications network.

189. A system as defined in claim 179 wherein said "information superhighway" data link comprises an Internet Product Service Directory.

190. A system as defined in claim 179 wherein said "information superhighway" data link comprises a globally based digital communications network.

191. A system as defined in claim 179 wherein said "information superhighway" data link comprises a wireless network link.

192. A system as defined in claim 179 wherein said "information superhighway" data link comprises a Wireless Application Protocol internet.

193. A system as defined in claim 179 wherein said "information superhighway" data link comprises an ethernet network.

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194. A system as defined in claim 179 wherein said "information superhighway" data link comprises a RF cellular network.

195. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a bar code.

196. A system as defined in claim 195 wherein said bar code comprises a Universal Product Code.

197. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible bar code.

198. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a magnetic code.

199. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a printed character.

200. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a symbol.

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201. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a pictorial icon.
202. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible indicia.
203. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a two-dimensional figure.
204. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an icon.
205. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible icon.
206. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a watermark.
207. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible

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watermark.

208. A system as defined in claim 207 wherein said invisible watermark comprises a digital watermark.

209. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a series of alphanumeric characters.

210. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a binary code.

211. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a digital watermark.

212. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a magnetic strip.

213. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a code.

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214. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an on line shopping product code.

215. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a home shopping product code.

216. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an online shopping service code.

217. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a home shopping service code.

218. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an analog pattern.

219. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a hieroglyphic

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character.

220. A system as defined in claim 168 wherein said programming material comprises information.

221. A system as defined in claim 168 wherein said programming material comprises a service.

222. A system as defined in claim 221 wherein said service comprises accessing a Web page related to an organization printed on said stationery.

223. A system as defined in claim 221 wherein said service comprises accessing a Web page related to an individual sending said stationery.

224. A system as defined in claim 221 wherein said service includes displaying promotional programming on said display unit of said user.

225. A system as defined in claim 221 wherein said service

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includes conducting an interaction with said user via a telephone.

226. A system as defined in claim 221 wherein said service includes conducting an interaction between a plurality of users via an online communication chat link.

227. A system as defined in claim 168 wherein said display unit comprises a personal computer.

228. A system as defined in claim 227 wherein said personal computer comprises a laptop computer.

229. A system as defined in claim 168 wherein said display unit comprises a television.

230. A system as defined in claim 168 wherein said display unit comprises a device containing a microprocessor.

231. A system as defined in claim 230 wherein said device containing a microprocessor is hand-held.

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232. A system as defined in claim 230 wherein said device containing a microprocessor is portable.
233. A system as defined in claim 168 wherein said display unit comprises a personal digital planner.
234. A system as defined in claim 168 wherein said display unit comprises an internet appliance.
235. A system as defined in claim 168 wherein said display unit comprises a cellular telephone.
236. A system as defined in claim 168 wherein said display unit comprises a wireless communication device.
237. A system as defined in claim 168 wherein said display unit comprises a simulated book.
238. A system as defined in claim 168 wherein said display unit comprises an intelligent terminal.

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239. A system as defined in claim 168 wherein said display unit comprises a web-based television.

240. A system as defined in claim 168 wherein said display unit comprises a pager.

241. A system as defined in claim 168 wherein said display unit comprises an Internet-enabled telephone.

242. A system as defined in claim 168 wherein said recognition unit is selected from a group consisting of a hand-held unit, a scanner, a bar code scanner, an optical code reader, an optical reader, a personal camera, a personal computer reader, a digital camera, a digital mouse and an optical mouse.

243. A system as defined in claim 242 wherein said recognition unit is linked to a personal computer.

244. A system as defined in claim 242 wherein said recognition unit is linked to a wireless interface.

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245. A system as defined in claim 244 wherein said wireless interface comprises a wireless network.

246. A system as defined in claim 245 wherein said wireless network comprises a cellular network.

247. A system as defined in claim 244 wherein said wireless interface comprises a cellular telephone.

248. A system as defined in claim 244 wherein said wireless interface comprises a pager.

249. A system as defined in claim 244 wherein said wireless interface comprises a wireless personal computer.

250. A system as defined in claim 244 wherein said wireless interface comprises a personal digital assistant.

251. A system as defined in claim 242 wherein said recognition unit is linked to a personal digital assistant.

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252. A system as defined in claim 242 wherein said recognition unit is linked to an Internet appliance.

253. A system as defined in claim 242 wherein said recognition unit is linked to a television set.

254. A system as defined in claim 242 wherein said recognition unit comprises a portion of a cellular telephone.

255. A system as defined in claim 242 wherein said recognition unit comprises a portion of a personal digital assistant.

256. A system as defined in claim 242 wherein said recognition unit comprises a portion of a remote control unit.

257. A system as defined in claim 242 wherein said recognition unit comprises a portion of a handwriting implement.

258. A method of providing a user access to programming material, comprising the steps of:

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imprinting a machine recognizable feature within a
printed stationary;

scanning said machine recognizable feature of said
printed stationary; and

*Suey
D&P* transmitting data associated with said machine
recognizable feature via a communication link to
access said programming material, wherein said
programming material is related to said printed
stationary.

259. The method of claim 258 wherein said communication link
includes the Internet.

*Suey
D&P* 260. The method of claim 258 wherein said machine recognizable
feature is selected from a group consisting of bar code,
universal product code, invisible bar code, magnetic code,
printed character, symbol, icon, invisible indicia, two-
dimensional figure, icon, invisible icon, watermark,
invisible watermark, digital watermark, series of
alphanumeric characters, binary code, digital watermark,
magnetic strip, code, analog pattern, and hieroglyphic

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character.

261. A method of providing a user access to supplemental programming material associated with a printed stationary, comprising the steps of:

imprinting a machine recognizable feature within said printed stationary wherein said machine recognizable feature has associated therewith a command sequence for accessing programming material;

scanning said machine recognizable feature within said printed stationary and downloading data indicative of said machine recognizable feature via the Internet to a remote server;

accessing programming material from said remote server; and

transmitting said programming material to said user allowing said user to perceive said programming material in a humanly perceptible form, wherein said programming material is related to said printed stationary.

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262. The method of claim 261 wherein said programming material
comprises multimedia.

263. The method of claim 261 wherein said machine recognizable
feature is selected from a group consisting of a bar code, a
universal product code, invisible bar code, magnetic code,
printed character, symbol, icon, invisible indicia, two-
dimensional figure, icon, invisible icon, watermark,
invisible watermark, digital watermark, series of
alphanumeric characters, binary code, digital watermark,
magnetic strip, code, analog pattern, and hieroglyphic
character.

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